LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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There are 100's of reasons why your sales should go up
They will, if you watch your stocks of 100mm cigarettes – especially Philip Morris 100mm brands.
In 1973, 100mm sales were 22.8% of all cigarettes. In total, Philip Morris brands lead this fast-growing segment by far, with a 29.4% share of the entire 100mm market.
Benson & Hedges grew 12% last year. Once again, it is the largest-selling 100.
Virginia Slims grew 16.8%. Marlboro 100's were up 18.2% and Parliament 100's had a 16.8% gain.
SOURCE: The Maxwell Fact-Find Report, January 1974
Courtesy of Maxwell Div. of Shield, First Securities Inc.
You satisfy more customers (and make more sales) when you keep Philip Morris 100mm brands in stock all the time.
The Profit Makers come from
Philip Morris
VIRGINIA SLIMS
BENSON & HEDGES
Marlboro
Parliament

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Source: https://www.industrydocuments.ucsf.edu/docs/rkhx0001
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